AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1. (Currently amended) A method for generating a plurality of service templates for the conversion of unformatted data to markup language files, comprising:

~~providing~~ examining non-display-formatted service data corresponding to a selected service to be displayed on one or more target devices or classes of devices;

~~providing~~ defining in a master style template ~~wherein the master template contains information~~ a plurality of blocks of data corresponding to markup languages and presentation capabilities of ~~a plurality of device types and~~ the target devices or classes of devices;

creating a plurality of service templates using ~~the~~ one or more blocks of data selected from the master style template~~,~~; and

configuring each ~~of which is configured to convert the~~ service template for converting the non-display-formatted service data ~~from a non-displayable format~~ into markup language data adapted to be displayed on ~~a corresponding type of device~~ one of the target devices or classes of devices.

2. (Original) The method of claim 1 further comprising automatically generating the plurality of service templates.

3. (Original) The method of claim 1 further comprising querying a user for one or more labels corresponding to portions of the service data.

4. (Original) The method of claim 3 further comprising providing the user with one or more default labels, wherein the default labels comprise the tag names for the corresponding data in the service data.

5. (Currently amended) The method of claim 1 ~~wherein the master template comprises a plurality of blocks of data,~~ wherein each of the plurality of blocks of data provides information for converting a selected portion of the service data into ~~a~~ markup language data adapted to be displayed on a selected ~~type of~~ device or class of devices.

6. (Currently amended) The method of claim 1 further comprising querying a user as to whether one or more portions of the service data will be included in the service templates.

7. (Currently amended) The method of claim 1 wherein ~~providing~~ the service data comprises ~~providing~~ XML data.

8. (Currently amended) The method of claim 1 wherein the plurality of blocks of data in the master style template define formats ~~adapted~~ of the service data to be displayed on the ~~corresponding types of~~ target devices or classes of devices, wherein the formats include one or more HTML formats and one or more WML formats.

9. (Currently amended) The method of claim ~~1~~ 8 wherein one of the formats ~~adapted to be displayed on the corresponding types of devices~~ comprises XML.

10. (Currently amended) A method comprising:

providing service data in a first format;

for at least a portion of the data, examining the service data to identify name-value pairs;

providing a master style template containing presentation format information for converting each name-value pair in the service data into a plurality of alternate formats, each of which is adapted to be displayed on one of a plurality of client devices;

selecting presentation formats from the master style template based on the identified name-value pairs in the service data; and

constructing a plurality of service templates from the presentation ~~format information~~ formats selected from the master style template, wherein each service template is configured to convert the portion of the service data into one of the alternate formats.

11. (Currently amended) The method of claim 10 further comprising querying a user for a label for each name-value pair in the service data.

12. (Original) The method of claim 11 wherein querying the user for the label for each name-value pair comprises presenting the user with a default label and querying the user to either accept the default label or provide an alternate label.

13. (Original) The method of claim 12 wherein the default label comprises an XML tag that forms the name in the name-value pair.

14. (Currently amended) The method of claim 10 wherein the master style template comprises an XML application.

15. (Currently amended) The method of claim 10 wherein the plurality of ~~device~~ service templates are configured to convert the service data into a plurality of distinct markup language files.

16. (Original) The method of claim 15 wherein the plurality of distinct markup language files comprise at least one form of HTML and at least one form of WML.

17. (Previously Presented) The method of claim 10 wherein the first format comprises XML.

18. (Previously Presented) The method of claim 10 wherein the first format comprises a native database format.

19. (Currently amended) A computer-readable medium containing a plurality of instructions, wherein the instructions are configured to cause a computer to perform the method comprising:

reading service data corresponding to a selected service;

examining the service data to identify at least one generic format of the service data;

based on the generic format in the service data, selecting, from a master style template, presentation format information corresponding to markup languages and presentation capabilities of a plurality of device types; and

generating a plurality of service templates using the presentation format information selected from the master style template, wherein each of ~~which~~ the plurality of service templates is configured to convert the service data from a non-displayable format into markup language data adapted to be displayed on a corresponding type of device.

20. (Original) The computer-readable medium of claim 19 wherein the method further comprises automatically generating the plurality of service templates.

21. (Original) The computer-readable medium of claim 19 wherein the method further comprises providing the user with one or more default labels, wherein the default labels comprise the tag names for the corresponding data in the service data and querying a user for one or more labels corresponding to portions of the service data.

22. (Currently amended) A method for generating templates suitable for adapting data to a format, comprising:

analyzing data pertaining to a service to configure a master style template; and

generating a plurality of data conversion templates using ~~a~~ presentation formats selected from the master style template, wherein the master style template defines a style for the presentation of the data on a plurality of target devices or classes of ~~device~~ devices and each data conversion template is configured to adapt the data for display on ~~a device~~ one of the plurality of target devices or ~~class~~ classes of ~~device~~ devices.

23. (Currently amended) The method of claim 22, wherein the master style template comprises a plurality of blocks, each of the plurality of blocks providing information for converting a portion of the data into ~~data adapted to be displayed on~~ a markup language file displayable by one of the plurality of target devices ~~device~~ or ~~class~~ classes of ~~device~~ devices.

24. (Currently amended) The method of claim 23, wherein each data conversion template is generated using one or more blocks selected from the plurality of blocks of the master style template, the selected one or more blocks corresponding to one of the target devices ~~device~~ or ~~class~~ classes of ~~device~~ devices for which the data conversion template is configured to adapt the data.

25. (New) A target-specific data conversion method comprising:

examining service data to be delivered to one or more target devices or classes of devices, wherein said service data is not displayable on said one or more target devices or classes of devices;

generating a plurality of target-specific data conversion templates using one or more building blocks selected from a master style template; wherein said master style template contains a plurality of building blocks corresponding to markup languages and presentation capabilities of a plurality of devices and classes of devices which include said one or more target devices or classes of devices; and

configuring each target-specific data conversion template for converting said service data into a markup language format displayable on a specific target device or class of devices.